



Euromonitor
International

Bottled Water in Kazakhstan

December 2025

Table of Contents

Bottled Water in Kazakhstan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ongoing issues with tap water support volume sales

INDUSTRY PERFORMANCE

Continuing volume growth for bottled water

Flavoured bottled water registers highest volume growth

WHAT'S NEXT?

Further healthy volume growth

Minimal innovation over forecast period

Limited demand for functional bottled water as yet

COMPETITIVE LANDSCAPE

RG Brands continues to lead, with Unix close behind

Coca-Cola performs strongly

CHANNELS

Small local grocers lead retail distribution, but are losing volume share

Some volume sales through foodservice

CATEGORY DATA

Table 1 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 3 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

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Soft Drinks in Kazakhstan - Industry Overview

EXECUTIVE SUMMARY

2025 marks a recovery, as inflation eases

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Recovery, after previous difficult year

Consumers still price sensitive

RTD tea strongest performer

Continuing flavour innovation

WHAT'S NEXT?

Moderate volume growth over forecast period

Continuing price sensitivity
Continuing regulatory pressure on energy drinks

COMPETITIVE LANDSCAPE

Coca-Cola holds on to commanding lead and makes strong recovery after difficult 2024
RG Brands has significant foothold

CHANNELS

Small local grocers lead, but lose value share
E-commerce and convenience stores register healthy value growth
Foodservice vs retail split

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
- Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
- Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
- Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
- Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
- Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
- Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
- Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
- Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
- Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
- Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
- Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
- Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
- Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
- Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
- Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
- Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
- Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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